Wisconsin Urban & Community Forests
A Quarterly Newsletter of the Wisconsin Department of Natural Resources, Forestry Program

Native for Native's Sake?

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This is the first of a two-part article on the issue of planting native versus exotic trees in the urban forest. Reprinted with permission, American Nurseryman, *May 15, 1998, Vol. 187, No. 10. - Editor*

Photo by Dick Rideout, WDNR

Ginkgo (*Ginkgo biloba*) is a non-invasive exotic tree from Asia that is well adapted to urban conditions.

There's something about the native plant debate that quickly heats up a room. Gardeners and industry professionals are going to discuss this issue for years to come. For those of us in the industry, having a grip on this subject is akin to an accountant being familiar with tax laws—it's essential.

When customers and clients approach you with the assumption that native is better, how do you respond? To shed more light than heat on the subject for industry professionals and the people we serve, it's important to define terms. This can be difficult because the definition of what is "native" is elusive and is not always agreed upon. After we get some agreement on terms (or at least familiarity with the nature of the disagreement), we can look at the problems and benefits associated with both native and non-native species.

How long must a plant species have inhabited a region in order for us to consider it native to that place—200 years, since colonization, since before agriculture began? For example, for those who consider 200 years or so sufficient, Queen Anne's lace (*Daucus carota*) would be a native. Yet, we know from historical records that this plant is of European origin. We generally depend on local floras—inventories of the uncultivated plant life of a given region—to tell us which plants are native. However, these inventories are sometimes flawed and are subject to continual debate. Only fossil records can prove that a plant evolved in a certain place, and even then these can be misinterpreted. If we arbitrarily pick a point in time and say, "Plants here before year X are native," have we acknowledged that for centuries, indigenous people, traders, explorers and botanists have impacted regional floras with their activities?

Apart from the question of time are the confounding issues of geopolitical and ecological boundaries. For example, how meaningful is it to say that a plant is "native to North America?" This sweeping statement implies a plant is suitable for growth throughout the continent. In fact, it may only occur naturally in limited microclimates, which in turn means it may only be suitable for equally limited landscape situations.

Having an awareness of ecotypes—plants of the same species that are found in different habitats and have evolved specific adaptations to their differing

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Volume 7, Number 3

Autumn 1999

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Community Profile
Tree City USA:
18 years
Population: 49,064
Street Tree Population: 26,000
Miles of Street: 188
City Maintained Areas:
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Millennium garden
2 police/fire stations
DPW grounds

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Parks & Forestry Board
Parks & Forestry Division:
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7 Arborist I
2 Clerks
Building Maintenance:
4 Custodians
Citizen Beautification Committee

Heavy Equipment:
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3 bucket trucks
1 loader
2 chippers
1 stumper
5 dumps
1 van

1999 Tree Statistics:
Planted: 345
Pruned: 3,500
Removed: 380
Treated for DED: 100

1999 Forestry Budget:
$586,758

Community Profile:

City of Wauwatosa

by Kim Sebastian
DNR Southeast Region

Photo from Wauwatosa Website

Settled in 1835, and called "Tosa" by many of its residents, the mission of the city of Wauwatosa is to efficiently, effectively and affordably provide services that are essential or that enhance the quality of life in the community. Wauwatosa workers' efforts reflect the community's core values of:

- dedication to service excellence
- treating everyone with respect and as valued customers
- conducting all work ethically, honestly and with integrity.

Wauwatosa's park board was established in 1932 during the Roosevelt era when many communities began planting trees. Wauwatosa's first forester, Howard Muellner, was instrumental in developing their successful forestry program.

Today, most of Wauwatosa's forestry work—planting, pruning and removal—is done in-house by nine arborists. Like most communities, forestry helps with snow removal and other miscellaneous community duties. Grass mowing is contracted out, while park staff takes care of the flowers and perennials in planting beds throughout the city.

Wauwatosa operates a landscape waste-processing site producing wood chips, firewood and leaf compost. While Wauwatosa uses most of its wood chips in its numerous planting beds, the community does make excess chips, firewood and compost available to its residents. The city also accepts wood waste from other local municipalities for processing in its tub grinder.

Wauwatosa celebrates Arbor Day at a different community school each year. Forestry and the schools often work cooperatively on a variety of landscape and special projects, resulting in a strong, successful partnership.

Wauwatosa's Citizen Beautification Committee provides recommendations to forestry regarding perennials in the medians and plantings around community welcome signs. The committee even does some of the planting and maintenance in those areas. Articles in the city newsletter keep forestry in front of Wauwatosa's residents. Several of Tosa's citizens also donate funds for forestry to inject valuable city elms to protect them from Dutch elm disease.

New city forester Todd Kucharski is vested with making improvements in the city. Plans for 2000 include several "face lift" projects throughout the community. According to Todd, "It can't hurt if you try, but it will definitely hurt if you don't." These face lifts will include re-designing planting beds on the main thoroughfares, removing poorly placed trees and replanting more appropriate varieties.

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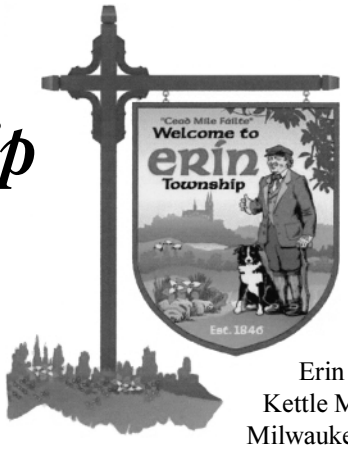
Project Profile:

Erin Township



By John Van Ells
DNR Southeast Region

It isn't every day someone walks into the town hall and offers to donate $25,000 for planting trees, but that is just what happened in Erin Township in Washington County one fine spring day back in 1997. Since the township had no plan for tree planting in their park and along the roads, they needed help. A quick call to their friendly DNR urban forestry coordinator was the logical place to start looking for information and assistance.

After a short meeting between the donor, the town board chair and the DNR, it was decided that the township would apply for an urban forestry grant and use the donation as the match for the grant. If awarded a grant, the township would be able to expand the scope of the project dramatically to include formation of a forestry board, staff training, a partial tree inventory, public information, ordinance development and a management plan.

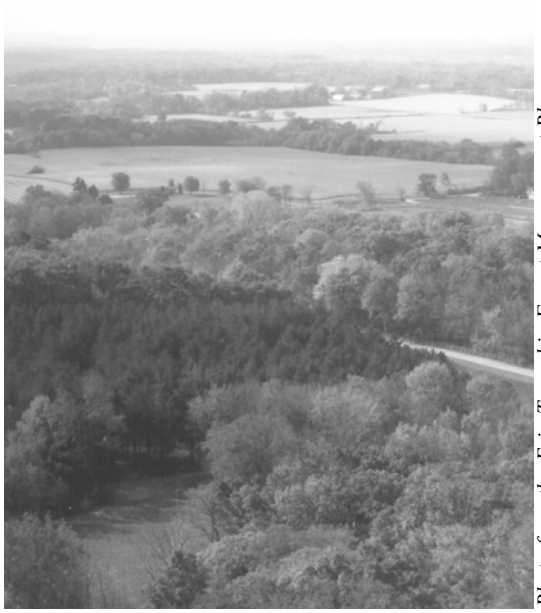


Photo from the Erin Township Forest Management Plan

Erin Township's geological features make for a pleasing landscape. The challenge is to keep the people that are attracted by these wonderful aesthetics from ruining the resource.

Erin Township is located in the heart of the Kettle Moraine, a half-hour drive northwest of Milwaukee. The area's geological features, Holy Hill, Ice Age Trail, Kettle Moraine State Forest–Loews Lake Unit and miles of rustic roads make for a pleasing landscape. The challenge is to keep the people that are attracted by these wonderful aesthetics from ruining the resource.

The trees in Erin Township were not inventoried in a traditional urban forestry way. The native character of the plantings does not lend itself to counting each individual tree. Rather, a forestry technique of cover type mapping was used. Six specific road areas, laid out by the forestry board, were driven. Specific notes were taken on where the cover types were located and the different species present.

These areas represent a broad variety of roads, problems, opportunities and vegetation types that are found in the town of Erin. Plans were developed for each vegetation type along these roads which could be applied throughout the town.

Even though this is only a sampling of roads, some obvious conclusions can be drawn from the table below. The western half is more flat with open or scattered trees and has more farmland and the majority of newer developments. The eastern half tends to be more rolling with fencerows or woods and has a more residential land use.

Frequency of Vegetation Cover Types in Erin

Area	Washington Rd.	Roosevelt Rd.	Sth. 83	Dublin Rd.	Cth K	Hall Rd	
	% of Area	% of Area	% of Area	% of Area	% of Area	% of Area	% of Total Area
Open Residential		10		5	30	3	12
Open Farm	35	40	100	6	65	4	33
Scattered Trees	50	10		13		29	13
Fencerow - Early Suc.				8		4	3
Fencerow - Mid–Old Suc.	15	5		34	5	15	15
Woods - Early–Mid Suc.		23		25		41	18
Woods - Older Succession		12		9		4	6

Erin Go Bragh Town Park was developed as part of the project. Before a single tree could be planted, a

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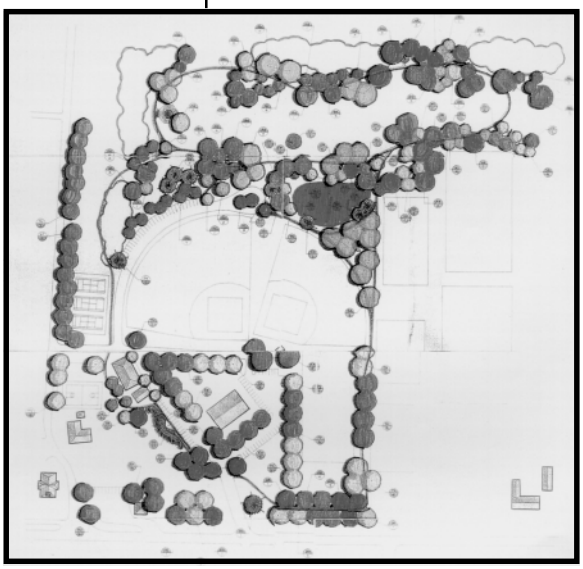
Wauwatosa *continued from previous page*

One of Todd's ongoing projects is to update the tree planting plan for the community. Ambitious plans also include a computerized street tree inventory to include the city's estimated 26,000 trees. Inventory data will be stored in a recently created, in-house database, helping Wauwatosa improve tree diversity and better manage its trees in the next century.

For more information, check out Wauwatosa's web site at www.ci.wauwatosa.wi.us.

Erin Township *continued from page 3*

park master plan had to be developed to ensure that the right tree was put in the right place, for the right purpose. The forestry board, park board, forestry consultant and landscape planner had to work together to develop a plan. It seemed to take a long time for both boards to agree on the design, but in retrospect things moved along as fast as one could reasonably expect. Finally, in 1998–1999, the trees were planted in Erin Go Bragh Town Park, as envisioned by the project donor.



Erin Go Bragh Town Park plan

The town has some unique circumstances to contend with in managing its 10 miles of Wisconsin's Rustic Road system. Planting must be carefully planned so it blends with the existing cover and meets WisDOT standards. Main arterial town roads have only 3.2 feet of right-of-way available for planting, which is not enough area for green belt planting. Because of this limited space, the town will work with adjacent property owners where appropriate to increase the planting area to provide the desired appearance. Trees will be planted in small groupings or in a fencerow pattern. The fencerow pattern is not just a one-dimensional row of trees planted close together. It is a grouping 15+ feet deep, up to several hundred feet long, with a staggered planting style, multiple species and shrubs or an understory segment. Strategic views of the landscape will be left to create pleasing scenery and vistas.

To keep a diversified public with increasingly compressed schedules informed about town issues, a forestry web page was developed in conjunction with the development of the town's domain on the web. The site is laid out so you can view and/or download the forest management plan with or without graphic files. You can also view or download each of the forest management plan appendices individually. Acrobat Reader can be downloaded from the site to view the PDF files if you don't already have it on your computer. Check out their website at: *http://www.erintownship.com/townhall/th_forestry.html*.

Natives *continued from page 1*

environments—is more and more important as we learn about how ecotype affects our success with plants. A classic example is red maple (*Acer rubrum*) which is native from Florida through Canada, but has populations that are adapted to dry or wet sites, cold or warm climates, depending on the region. Although technically native to most of North America, a red maple ecotype from the southeast US will be ill-prepared for planting in the Northeast because it has adapted to a climate and site conditions that are utterly different.

Next, we need to establish what is considered exotic. Exotic plants, also known as non-native, introduced or alien plants, are species that occur in cultivation or in the wild only after human activities transported them across boundaries they couldn't otherwise cross. According to *The Flora of North America*, one-fifth to one-third of the plant species found north of Mexico have their origins in other continents. Many exotic plant introductions, such as lily-of-the-valley, daylilies and daffodils, have become naturalized, meaning that they have succeeded in reproducing and spreading to a limited extent on their own. However, most naturalized plants are not a severe threat to other species or to an ecosystem, and the ability to naturalize is often considered a desirable characteristic in horticulture. The term "wildflower" is imprecise, but generally embraces both true natives and introduced plants, which have been naturalized for 200 years or more.

A small percentage of naturalized exotic species become invasive. Invasive plants are those that reproduce quickly, displace many of the other species in their domain and are difficult to eradicate. Purple loosestrife (*Lythrum salicaria*) in the northern US and kudzu (*Pueraria lobata*) in the southern states are two vivid examples. Of course, there are degrees of invasiveness, ranging from the minor nuisance of such garden plants as lamb's-ears (*Stachys byzantina*) which wedge out their neighbors in a cultivated setting, to plants that enter undisturbed lands, colonize them and change the lands' ecology, often in detrimental ways. This is precisely what melaleuca tree (*Melaleuca quinquenervia*) does. This native of Australia and New Guinea is not just annoying, it is literally drying out Florida's marshes to meet its high water requirements.

It's important to note, however, that exotic and invasive are not synonymous. Of the many thousands of plant introductions made in the continental US to date, only a few hundred are considered significant pests, and then only in specific regions. But then again, it only takes a handful of introductions of the kudzu or melaleuca caliber to wreak ecological havoc.

Facets of Invasion

One of the main reasons our customers seek out native plants is the reaction to the devastation that some invasive exotic plants have wrought on both the built and woodland landscape. They see blankets of exotic introductions like kudzu, honeysuckle and multiflora rose over the landscape and are rightly instilled with a fervent desire not to contribute to the problem. While it's important to validate their interest in doing right, you should also remind clients that only a very small percentage of exotic introductions make all the trouble.

Why do only a handful of plants exhibit invasive tendencies, while the majority of plant introductions are benign or beneficial? The answer lies in the combination of two factors: traits that invasive plant species share and traits of the site that make it susceptible to invasion.

Ironically, many of the characteristics of invasive plants that contribute to the plants' steady march across the landscape were qualities for which the plants were horticulturally esteemed when they were first introduced, For example, quick and efficient reproduction is great, right? Unfortunately, it works all too well for invaders. Invasive plants tend to be capable of both vegetative reproduction and sexual reproduction. The period of juvenility is often shorter than that of noninvaders, and the seed produced frequently germinates readily. Prolific viable seed production and seed dispersal by animals are other characteristics shared by many invaders, as well as adaptability to a variety of climate and soil types.

Let customers know that the plant species alone does not cause invasiveness. In fact, no plant is inherently invasive under all circumstances. Plant invasions result from a successful tango between the plant and the site. A highly disturbed site, such as a clear-cut, topsoil-stripped development lot, is at more risk than woodlands. Climate can keep down or encourage exotics to escape, depending on what the species is originally adapted to. Witness how water hyacinth (*Eichhornia crassipes*) is not problematic in the Northeast because it is not hardy. In Florida, however, where the plant does not die back annually in winter, it is a notorious waterways invader.

Plant communities in early succession are also vulnerable to invaders because they generally have fewer established plants to compete with the newcomers for resources. A lack of mature plants and a lack of diversity of plants may invite trouble by leaving ecological niches—openings of space and resources— unfilled and available for the efficient invaders.

Another facet of the site that is associated with invasion is a lack of native predators of the introduced species. Because we import the plant without the insects and other animals that keep it in check in its native environment, the invader has an advantage over the native in its new environs. However, there are also many non-native plants that become susceptible to pathogens and insects in their new homes.

Plant selection also plays an important role in controlling invasive species. If there was a list of 10 plant commandments, "Plant not too many of one species," would be at the top of the list. Overplanting an exotic species increases the likelihood of the plant escaping from cultivation. Norway maple (*Acer platanoides*) is an exotic that is one of the most widely planted shade trees in the US. Many cities in the northeastern US have more than one-third of their street tree population composed of Norway maple. It has spread not only in disturbed areas, but in woodlands as well, out-competing native sugar maples and beeches and providing a dense canopy that limits wildflower diversity underneath. As a species, it has traits that give it an advantage over native ones, such as abundant seed production, shade tolerance and ability to withstand drought, nutrient deficiencies and intermittent flooding. These traits act in concert with site features to allow Norway maple to impact forests dramatically.

Photo by Henry D. Gerhold, Penn State

River birch (*Betula nigra*) is a native that is adaptable in some urban settings, however it is very sensitive to high pH often characteristic of disturbed urban soils and concrete landscapes.

Native plants may also become invasive when site conditions are favorable. Native grapevines like fox grape (*Vitis labrusca*) form suffocating thickets over shrubs and rapidly climb trees, threatening to out-compete their hosts for light. The seed of wild grape is thought to be bird dispersed, allowing the plant to spread widely, and its fast-growing vines are tolerant of a variety of soil conditions. Other native plants that are often invasive include black locust, blackberries, poison ivy and oak, wild onions and cattails. Just as with exotic introductions, it's a very small percentage of native species that cause problems.

Part 2 of this series will discuss how to use this information to make species choices.

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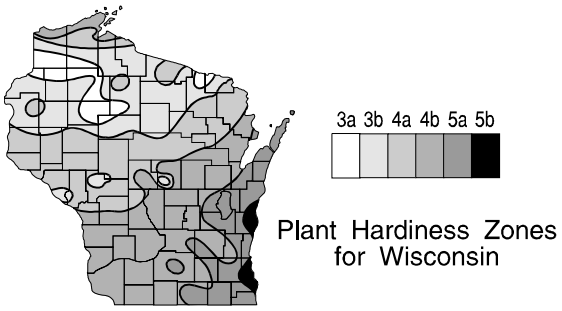
Community Tree Profile:

Red Maple
(Acer rubrum)

by Tracy Salisbury
DNR Northeast Region

Photo by William H. Collins, Plant Materials Consultant

'Red Sunset' red maple



Native To: Central and Eastern United States and Canada
Mature Height*: 50' to 75'
Spread*: 30' to 70'
Form: Oval to round; medium texture
Growth Rate*: Moderate
Foliage: Three- to five-lobed with double-toothed margins. Emerging leaves have a reddish tinge, changing to medium or dark green and reaching 2–5" long.
Fall Color: Brilliant yellow, orange and red.
Flowers: Small, red flowers in dense clusters in spring before leaves enlarge; male and female plants.
Fruit: ¾"-long, V-shaped samara; produced in late spring.
Bark: Smooth gray bark becomes deeply furrowed with age, ultimately with long, narrow, scaly plates.
Site Requirements: Adaptable over a wide range of climate and soils from wet to dry, but requires acid soil. Tolerates partial shade.
Hardiness Zone: 3 to 9
Insect & Disease Problems: Red maple is susceptible to *Verticillium* wilt, leafhoppers and sun scald. Leaf galls are common, but do not affect the health of the tree.
Suggested Applications: Red maple is an excellent landscape tree in situations where it is adapted. Pleasing form and fall colors make for an ideal tree in a park, golf course, campus or wide street terrace.
Limitations: Does not tolerate high-pH soils. Shallow root system could interfere with sidewalks. Its thin bark can easily be damaged. Avoid fall planting in northern zones.
Comments: Excellent fall color and attractive form. Trees grown from seed obtained from similar climatic zones are best.

Photo by Keith Warren, J. Frank Schmidt & Son

'Autumn Flame' red maple leaves

*Asterisk

Common Cultivars:
There are great differences in crown form, onset of fall coloration and adaptation to climatic zones. Cultivars have advantages in control of form, color and reduced maintenance compared to trees grown from seed.
'Autumn Flame' – Has a dense, rounded crown with spreading branches. It has smaller leaves and the growth rate is somewhat slower than typical of the species. It develops a bright red fall color.
'Autumn Spire' – Introduced because of its cold hardiness, brilliant red fall color and broad columnar form.
'Franksred' – Same as 'Red Sunset'
'Northwood' – Has a symmetrical, oval form with strong branching habit. Excellent cold hardiness. Fall color is orange to red-orange.
'Red Sunset' – Has a dense, oval crown with a very symmetrical upright branching habit. It grows vigorously. It has an excellent red to red-orange fall color which is maintained for a considerable period of time. Ability to compartmentalize wounds is above average.
'Schlesingeri' – Has a broad oval crown becoming somewhat vase-shaped with age. Develops a very attractive pinkish to purplish-red color in early fall.

References:

Street Tree Factsheets by Henry Gerhold, Willet Wandell and Norman Lacasse, Pennsylvania State University, University Park, PA 16802.
The Right Tree Handbook by Harold Pellett, Nancy Rose and Mervin Eisel, University of Minnesota Extension Service, St. Paul, MN 55108-6069.
Landscaping With Native Trees by Guy Sternberg and Jim Wilson, Chapters Publishing Ltd., Shelburne, VT 05482.

Urban Tree Health Matters:

Fight Crabapple Fire Blight with Resistance

by Glen R. Stanosz[1, 2], Ph.D., and Patricia S. McManus[1], Ph.D.
Departments of [1]Plant Pathology and [2]Forest Ecology and Management,
University of Wisconsin–Madison

One of the most frequent and widespread diseases of woody rosaceous plants is fire blight. Among the landscape trees and shrubs in the rose family, some varieties of flowering crabapples can be very severely affected. Disease results in temporary disfigurement and longer-term deterioration of tree health. Although a number of practices can be employed to reduce the impact of fire blight to ornamental crabapple trees, *success in the fight against fire blight begins with selection of cultivars with proven fire blight resistance*.

Fire blight is caused by the plant pathogenic bacterium *Erwinia amylovora*, which overwinters in cankers on branches and twigs that were colonized during the previous growing season. Sticky bacterial ooze, produced from these cankers in spring, can be splashed by rain or carried by animals (especially insects, birds and humans). After arriving on healthy plants, bacteria multiply and infect blossoms, new shoots and fresh wounds. Blight symptoms result from death of young shoots in late spring and early summer, on which foliage turns brown and droops downward as though scorched by fire. Larger branches and main stems can be affected by sunken cankers characterized by darkly discolored bark over purple-brown stained sapwood. Early in the growing season, margins of fire blight cankers can be indistinct, but these become sharper by late summer. *Erwinia amylovora* is just one cause of blight and canker symptoms, however, so diagnosis may require submission of a specimen to the Plant Pathogen Identification Clinic in the Department of Plant Pathology, University of Wisconsin–Madison, 608-262-2863.

A variety of cultural practices can help to reduce the impact of fire blight and increase the longevity of crabapples that already are established in the landscape. Overhead irrigation or sprinkling that wets foliage and branches should be avoided. Thinning or pruning trees in dense plantings will decrease spread

Photo by Dr. Glen Stanosz, UW–Madison

Sunken canker with darkly discolored bark is a characteristic fire blight symptom.

by rain splash and reduce infection by facilitating air movement and drying. Existing cankers should be removed by pruning affected branches at least 12 inches below the canker margin. Suckers (watersprouts) are highly susceptible and also should be removed. This should be done during dry weather (e.g., late winter) and tools must be sanitized after

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What Damaged This Tree?

by Kim Sebastian
DNR Southeast Region

Photo by Howard Larsen, Village of Bayfield

Turn to page 15 to find out...

Steps to Fundraising Success

One of the greatest concerns for many nonprofit organizations is money. Fundraising is essential for survival, but most groups continue to live from crisis to crisis, struggling along on a shoestring budget. They don't seem to find the time or devote the effort to fundraising yet always complain, "If only we had more money all of our problems would be solved."

Unfortunately there are no secret formulas except for: *get the right person to ask the right donor at the right time for the right amount for the right reason.*

Fundraising is hard work not only to get people to give you money, but also to get them to give again and increase the gift. This process, called the **Ladder of Effectiveness**, is shown as follows:

planned/ownership
major/commitment
—increase—
repeat gift/involvement
donor/participate
prospect/interest
suspect/predisposed

Organizations that spend time and effort planning how to move the donors up the ladder have the greatest fundraising success. However, the most effective way to solicit money is time consuming and is usually reserved for the largest givers. Fundraising methods in order of effectiveness are:

- a face-to-face meeting
- individual letter, then follow-up call
- call, then follow up with letter
- mailing to a "friends" list
- then membership, special events and direct mail

Remember the 80/20 rule: 80% of the funds comes from 20% of the givers.

1. GET READY

Before you begin make sure you have addressed the following issues:

- is the leadership committed to spend the necessary resources and time on fundraising
- is there a clear understanding of what you hope to accomplish and what it will cost
- have you examined the organization's ability to raise funds

2. IDENTIFY PROSPECTS

Collect information on who is out there and what they are like. Consider a range of prospects—individuals, corporations, foundations and government. Determine what sources best match your organization's needs and interests. Identify prospects by:

- listing all areas or categories that apply to your project or program
- ask board, volunteers, friends for names of individuals
- research names for corporations and foundations through directories at libraries or The Foundations Center
- swap information and donor lists with other organizations
- pick the best match to pursue

3. ORGANIZE EFFORTS

Record keeping is critical, so don't overlook or underestimate the amount of time needed. You will need accurate information to base decisions. Make sure you collect current and correct information on at least the following:

- donor name, address and telephone number
- amount and date of gift
- donation given for what purpose

Coming Events

February 1–3, 2000—*Trees and Utilities National Conference*. Lied Conference Center, Nebraska City, NE. Contact the National Arbor Day Foundation, 402-474-5655 or conferences@arborday.org.

February 21–22, 2000—*Effective Urban Forestry Techniques for Engineering Design, Construction and Maintenance Operations*. The Pyle Center, UW–Madison, Madison, WI. Contact Dr. Howard Rosen 800-462-0876 or the University of Wisconsin–Madison's Department of Engineering Professional Development website: http://epdwww.engr.wisc.edu.

March 13–15, 2000—*Building with Trees National Conference*. Lied Conference Center, Nebraska City, NE. Contact the National Arbor Day Foundation, 402-474-5655 or conferences@arborday.org.

March 28–29, 2000—*Minnesota Shade Tree Short Course*. Bethel College, Arden Hills, MN. For more information, contact Tracey Benson at 612-624-3708.

March 29, 2000—*Wisconsin Tree City USA Recognition Banquet*. Monona Terrace Convention Center, Madison, WI. For more information, contact your regional urban forestry coordinator (see p 16).

No one likes their name to be misspelled. And no one can fund a proposal if it is sent to the wrong address or completely misses a deadline. Keep funders and prospects informed and current on programs with periodic mailings and newsletter or updates.

4. PREPARE WRITTEN MATERIALS

Organize a system to track and manage your fundraising progress. Systematize as much as possible by using standard language for letters and proposals; tailor as needed. Before you begin make sure you have agreement on the best fundraising strategies and prepare a written document to include:

- identify fundraising goals or targets
- outline tasks, responsibilities and time frame

Develop background materials such as brochures or fact sheets. Keep newspaper clippings and letters of support to show your organization's good work.

5. MAKE YOUR REQUEST

The funder's personality and preferences generally dictate the best approach to take. In most cases, especially for contributions over $500, you will want to try to meet face to face with the funder. With this in mind, let's examine how to approach and "get in the door:"

Writing

- send short introductory letter (no longer than two pages)
- attach fact sheet, newsletter or brochure as background
- end letter with promise to call and request a meeting

Calling

- be as brief as possible
- state problem you're addressing and who will benefit
- ask for a meeting
- reference your letter, if previously sent

Meeting

- get advice on funder's preferences or perspectives
- remember to focus on what's in it for the donor
- keep presentation short and focus on the problem
- use examples to illustrate your work on the problem
- ask for money or willingness to consider proposal

In some cases it will not be possible to get to meet the funder face to face. Through careful reading of the guidelines, talking with other grantees or a telephone conversation with the funder, you should try to get any additional information to tailor your proposal.

6. FOLLOW UP

After the request is submitted, remember to follow up. A simple call to inquire if your proposal was received and if the funder has any questions should suffice. If a gift is received, thank immediately and put their name on your mailing list for future updates and progress reports. If your request is not funded, look for other ways of getting support for your program or project.

Look for advice:

- what modifications would make request more appealing
- is there another area of interest or a better time to submit
- who else might be willing to fund this

Or, ask about in-kind donations:

- donated goods – computers, printing, space to hold event
- donated services – legal or accounting services; someone to serve on board or committee

This article was reprinted from Building Effective Partnerships in Small Communities *by Lynn Bock and Karen Fedor of the Citizen Forestry Support System of American Forests. Its production was funded by a grant from the Wisconsin DNR.*

Events, cont.

May 9–11, 2000—*Using Conservation Buffers in Urbanizing Landscapes National Conference*. Lied Conference Center, Nebraska City, NE. Contact the National Arbor Day Foundation, 402-474-5655 or conferences@arborday.org.

June 11–13, 2000—*The Ecology of Urban Soils: Designing and Managing Soils for the Living Landscape*. St. Paul, MN. Contact Cindy Ash, cash@scisoc.org or 651-454-7250 or www.scisoc.org/opae/shortcourse.

August 6–9, 2000—*International Society of Arboriculture Annual Conference and Trade Show*. Baltimore, MD. Contact Lisa Thompson at ISA, 217-355-9411 or lthompson@isa-arbor.com.

September 28–30, 2000—*Tree City USA National Conference*. Lied Conference Center, Nebraska City, NE. Contact the National Arbor Day Foundation, 402-474-5655 or conferences@arborday.org.

October 1–4, 2000—*Society of Municipal Arborists Annual Conference*. Holiday Inn South, Lansing, MI. Contact SMA, 314-862-1711.

If there is a meeting, conference, workshop or other event you would like listed here, please contact Dick Rideout at 608-267-0843 with the information.

2000 Urban Forestry Grant Recipients

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The Wisconsin Department of Natural Resources Forestry Program awarded 41 urban forestry grants totaling $465,790 this year. Take a look at what communities and nonprofit organizations are doing in urban forestry around the state. Perhaps it will spark an idea for your community. If you would like the name of a contact person for more information on a particular grant, contact your regional urban forestry coordinator (see p 16).

Recipient	Grant	Project
Ashwaubenon, village of	$3,462	Material Development for Public Relations and GPS Park Tree Inventory
Dane County Tree Board	$2,500	Create a Regional Tree Council
Dodgeville, city of	$25,000	Dodgeville UF Plan 2000–2005
Fond du Lac, city of	$3,898	Urban Forestry Education and Planting
Fox Lake, city of	$10,090	Fox Lake Beautification Project
Friends of Hoyt Park, Inc.	$4,356	Tree Education and Tree Care Project
Friends of the Florence Wild Rivers Interpretive Center	$2,910	"Bring the Forest Home" Interpretive Trail Signs
Greening Milwaukee	$25,000	Urban Forestry Education & Outreach—Greening Milwaukee Schools
Greenville, town of	$8,525	Greening Greenville in the New Millennium
Howard, village of	$5,916	Update Inventory & Management Plan; Create Howard Arboretum Guidebook
Jefferson, city of	$6,531	Tree Inventory
Lake Geneva, city of	$8,936	Street Tree Inventory & Selective Planting Program
Lawrence, town of	$6,237	Lawrence Forestry Survey and Management Plan
Manitowoc, city of	$25,000	Manitowoc Urban Forestry Initiative
Mauston, city of	$15,883	The New Mauston Area Library Landscape Project
Menasha, city of	$12,299	Urban Tree Management
Milwaukee, city of	$21,900	Greening Milwaukee's Schools Initiative
Milwaukee Co. Parks–Boerner Botanical Gardens	$24,938	Improve Public Awareness & Access to Boerner Botanical Gardens & Arboretum's Woody Plant Collection
Mondovi, city of	$6,591	Arboricultural Training for Staff and the Public; Tree Planting
Muskego, city of	$9,858	Tree Planting
NE WI Master Gardeners	$4,000	Gypsy Moth Suppression in Urban Forest
New Berlin, city of	$25,000	Urban Ecological Analysis
Oconto, city of	$7,030	Management Plan and Street Tree Inventory
Osceola, village of	$25,000	Osceola, Green and Growing
Palmyra, village of	$22,353	Downtown Redevelopment Program
Pardeeville, village of	$22,817	Pardeeville Tree Project
Phillips, city of	$25,000	Tree Planting and Removal; Inventory and Management Plan
Port Edwards, village of	$4,634	Boulevard Removal and Replanting Project
Poynette, village of	$13,100	Poynette Urban Forestry Improvement
Prairie du Sac, village of	$3,009	Residential Street Tree Planting Program
Readstown, village of	$2,657	Kickapoo River Bank Trees
Sturgeon Bay, city of	$7,350	Tree Inventory and Plan
Sun Prairie, city of	$8,950	City Street/Parks Tree Inventory and Management Plan
Thorp, city of	$25,000	Urban Forest Renewal 2000
Tomah, city of	$5,516	Tree Replanting and Street Tree Ordinance Revision
Valders, village of	$3,100	Trees for the Millennium
Verona, city of	$6,032	Inventory Enhancement
Viroqua, city of	$8,663	Urban Forestry Update
Walworth Co. Horticulture Office	$3,760	Preventative & Restorative Tree Maintenance for Plantings Near Lakes & Waterways
Wauwatosa, city of	$17,542	Computerized Tree Inventory & Management System

Get Ready for Forestry's Annual Contests!

by Genny Fannucchi
DNR Bureau of Forestry

The Wisconsin forestry program will once again ask our state's fourth- and fifth-grade students to get out their pens, pencils and art supplies for our annual writing and poster contests. This year marks the eleventh anniversary of the Forest Appreciation writing contest and the eighth anniversary of the Arbor Day poster contest. In fact, our first writing contest participants turn twenty-one this year!

The 2000 themes are *Growing Forests for Our Future* for the writing contest and *Trees are Terrific…in All Shapes and Sizes!* for the poster contest. The top three winners of each contest, their parents and teachers will be invited to a special recognition ceremony. First-, second- and third-place state winners in each contest will also receive savings bonds of $100, $75 and $50, respectively. The Wisconsin Woodland Owners Association and the Wisconsin Arborist Association sponsor the savings bonds. The Wisconsin Nursery Association sponsors a tree for the top three writing contest winners and the Wisconsin Society of American Foresters joins as a special partner this year! WSAF will honor our winning teachers with a gift of classroom educational materials. The poster contest is part of a national competition sponsored by the National Arbor Day Foundation.

continued on page 14

Fire Blight *continued from page 7*

each cut to avoid reinoculating the tree in the process. Excessive nitrogen fertilization, which stimulates succulent and highly susceptible tissue, must be avoided. Other factors such as mulching and maintaining soil pH in the range of 6 to 6.5 will help to generally improve crabapple tree health. Management of fire blight by use of chemicals in the landscape has been unreliable and is not recommended.

Much of the damage from fire blight (and the need for cultural management of this disease) can be reduced merely by choosing resistant crabapple cultivars for landscape plantings. Anecdotal observations and comparative university trials reported in a variety of sources have provided information on the relative resistance or susceptibility of cultivars. (See table below.) The large number of resistant cultivars with various horticultural characteristics allows use of fire blight resistant crabapples in any landscape situation. Of course, to ensure an appropriate selection, other plant characteristics (including blossom and fruit color and retention, hardiness, size, form and resistance to other pests) and characteristics of the particular planting site must be carefully considered.

(Mention of particular plant cultivars or other materials do not constitute endorsement. Always read pesticide labels and apply in accordance with label directions.)

Examples of crabapple cultivars and their reported relative resistance or susceptibility to fire blight (from various sources).

Resistant to moderately resistant

Adams Dwarf*	Coralburst	Henningi*	Pink Princess	Russian R.M.J. 102*	Velvet Pillar
Ames White*	Coral Cascade*	Indian Summer	Pink Spires	Sargentii*	Wies*
Autumn Glory*	David	Jewelberry	Profusion	Simpson*	White Angel
Baskatong	Donald Gibbs Golden Gage*	Liset (Dwarf)*	Radiant	Spring Snow	White Cascade
Bob White	Donald Wyman	Louisa	Red Snow*	Strawberry Parfait	Whitney Zumi* var. Calocarpa
Centennial*	Eleya Golden Gem*	Molten Lava*	Red Splendor	Thunderchild	
Centurion*	Harvest Gold*	Mt. Arbor Special*	Red Vein	Vanguard	

Slightly to moderately susceptible

Brandywine	Hopa	Red Splendor	Spring Snow	White Candle
Candied Apple	Kelsey	Selbirk	Sugar Tyme	Winter Gold
Dolgo	Red Jewel	Snow Cloud	Tea	

Highly susceptible

Bechtel	Indian Magic	Ormiston Roy	Red Jade	Sinai Fire	Van Eseltine
Doubloons	Manchurian	Prairifire	Royalty	Snowdrift	
Golden Raindrops	Mary Potter	Purple Prince	Sentinel	Strathmore	
Hyslop	Old Hope	Red Baron	Silver Moon	Transcendent	

*Cultivars marked with an asterisk also have been reported to be resistant to scab, cedar-apple rust, powdery mildew, and frog-eye leafspot diseases.

Organization Profile:

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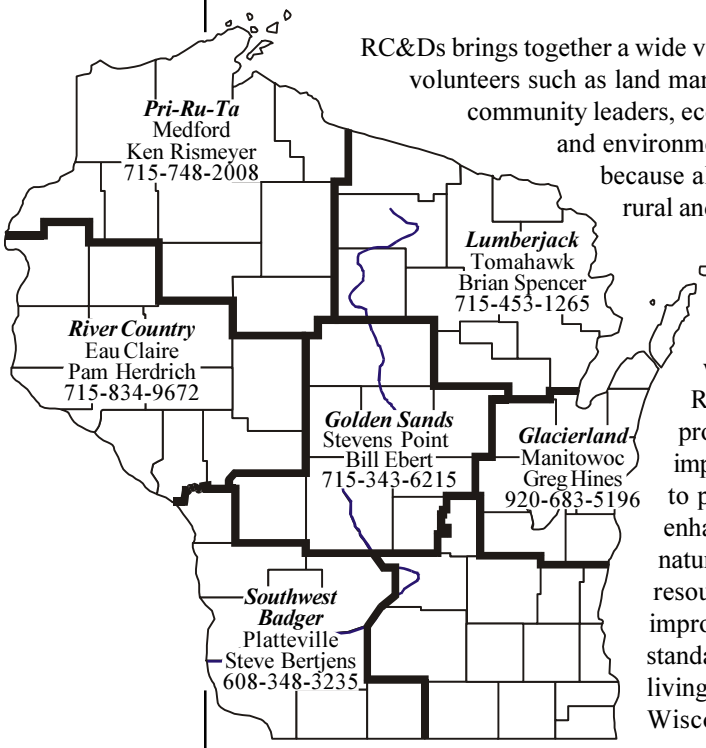
Wisconsin's Resource Conservation & Development Councils

Compiled by Don Kissinger
DNR West Central Region

What is the Resource Conservation and Development program?
Wisconsin's RC&Ds offer a unique way for private individuals and groups to work with each other and with local, state and federal agencies to improve conditions in their area. The RC&D program helps community leaders identify problems and opportunities, gather necessary background information, plan for desired future conditions, develop strategies, secure necessary funding and implement projects for the good of the area.



RC&Ds brings together a wide variety of volunteers such as land managers, community leaders, economists and environmentalists, because all residents, rural and urban, depend on the same resources for their well being. RC&D projects are implemented to protect and enhance our natural resources while improving the standard of living in Wisconsin.

The RC&D program was initiated by federal legislation in 1962. Since then, six RC&D areas have formed in Wisconsin serving a total of 58 counties plus the Oneida Indian Nation. Only the southeastern portion of the state and Menominee County are not represented at the present time (see map).

Who controls the RC&D program?
RC&D is a "grass roots" program. It is locally controlled by an RC&D council. Each council establishes its own governing policies and develops its own programs to fit local needs. Council membership has historically consisted of one or two land conservation committee members from each county board within the RC&D area. Councils are expanding membership, however, to include other individuals and groups. Expansion provides broader citizen representation from the area to help identify problems, develop strategies and implement solutions. All six RC&D councils in Wisconsin have nonprofit 501(c)(3) status.

How are RC&D councils funded?
Each sponsoring land conservation department pays a small annual contribution to defray some operating expenses. Project funds come from federal, state, local and foundation grants.

Do the RC&D councils have staff to assist with their programs?
The USDA Natural Resources Conservation Service provides funding for two full-time staff positions. Wisconsin RC&D councils have also secured grant money to fund numerous other staff positions to implement their programs.

What are the benefits of RC&D councils?
- locally controlled coalition to address and coordinate rural development needs
- multi-county cooperation and communication
- interagency cooperation focused on rural development needs
- increased access to state and federal programs
- ability to secure and leverage funding through nonprofit status
- staff support to implement programs

How do RC&D committees function?
RC&D councils routinely create standing and special purpose committees to address local concerns. Committees are the "action level" of an RC&D council. They identify projects and carry them to completion. Committee membership is open to anyone. Examples of current committees are rural development, forestry, wildlife, agriculture, water resources and soil quality.

How do RC&D projects originate?
Project ideas come from a wide variety of sources including private citizens, organizations, elected officials, corporations, agencies and RC&D

continued on next page

The Idea Exchange...

Compiled by John Van Ells
DNR Southeast Region

Friendly Wasps Released

This fall, DNR entomologists released some very small parasitic wasps, *Ooencyrtus kuvanae,* to help control gypsy moth in Brookfield, Cedarburg and a few other communities with growing gypsy moth populations. The female wasps are good fliers and actively search out gypsy moth egg masses on tree trunks and branches. Females overwinter in the leaf litter and become active around mid-April. Over the next four to six weeks, each female will lay an average of 200 eggs on gypsy moth egg masses. Four generations of this wasp can grow each year on a single egg mass. *Ooencyrtus kuvanae* has become an important factor in gypsy moth egg mortality. Although it is limited in the number of eggs it can parasitize, the wasp complements the activities of other natural enemies of gypsy moth.
Info: http://www.dnr.state.wi.us/org/land/forestry/fh/insects/index.htm or Andrea Diss, Gypsy Moth Coordinator, PO Box 7921, Madison, WI 53707, Phone: 608-264-9247.

Alien Invaders…Gypsy Moth

Nine *Gypsy Moth Learning Activities* have been developed through a joint effort between the Wisconsin Department of Natural Resources, United States Forest Service, University of Wisconsin System and the Wisconsin Department of Agriculture, Trade and Consumer Protection. The activities are designed for use by teachers in classrooms and have been field tested by teachers and schools throughout the state. The web site address for the Gypsy Moth Learning Activities is: http://www.uwrf.edu/ag-education/resource/. *Info: Teri Heyer, Conservation Education Coordinator, USDA Forest Service, Northeastern Area State & Private Forestry, 1992 Folwell Avenue, St. Paul, MN 55108, Phone: 651-649-5239, email: theyer/na_sp@fs.fed.us.*

Use a Carrot Not the Stick

Most contract specifications for tree care and landscape construction have penalties for not following the spec. These include fines for not completing the job on time, using unapproved materials or improper techniques, damaging the surroundings, etc. But what about incentives to do a good job?

Dr. Bob Tate, a former city forester, university professor and tree service manager-turned-private-consultant, recently led the Trees and Utilities workshop in Milwaukee. Dr. Tate suggested that using positive incentives might be a better way to get a good job done. Some of these ways might include a premium paid for work completed early, incentives to employers providing staff training or extra bid points in successive contracts for high quality work (sort of like veterans points when hiring). Talk to your community attorney to see if you can include some of these or other "carrots" into your specifications.

Does your community or organization have an idea, project or information that may be beneficial to others? Please let your regional urban forestry coordinator know. We will print as many of these as we can.

If you see ideas you like here, give the contact person a call. They may be able to help you in your urban forestry efforts.

RC&Ds *continued from previous page*

representatives themselves. The RC&D councils review and prioritize these concerns and ideas for inclusion in annual and long-range work plans.

What are some examples of RC&D projects?
Since each council is autonomous, projects vary throughout the state and from year to year. RC&D councils typically complete 60 projects in Wisconsin each year, some of which have been community forestry related. Here is a sample:

- oak wilt awareness and trenching demonstration workshops
- tourism assessment process to analyze the existing tourism industry and plan for future growth in southwestern Wisconsin
- production and airing of public service announcements focused on proper tree planting and pruning, oak wilt recognition and ways to minimize construction damage to trees
- wind erosion control project where over 200 vegetable growers planted over 75 miles of windbreaks, protecting nearly 500,000 tons of topsoil
- partnering with communities to produce street tree inventories and management plans
- Bayfield Lamb Cooperative, a new generation cooperative to help farmers develop and market value-added lamb products

This information was provided by Sheryl Paczwa of the state Natural Resources Conservation Service. For more information about the RC&D nearest you contact Sheryl at 608-276-8732 ext. 228 or email her at sheryl.paczwa@wi.usda.gov.

Two Wisconsin RC&Ds have websites:
Golden Sands - http://www.goldensandsrcd.org/
Lumberjack - http://www.wi.nrcs.usda.gov/RCD/lumberjack/lumber.html

Council News:

Sprawl—Plague or Opportunity?

by Roald Evensen, Chair
Wisconsin Urban Forestry Council

Photo by Bob Queen, WDNR

Council Chair Roald Evensen

In recent years, readers of environmental journals and treatises were likely to notice a new buzzword appear with increasing frequency: *Sprawl*, or *Urban Sprawl*. Sprawl was only on the periphery on the national vocabulary at this time last year. It has subsequently jumped to front and center in the national media as a catchall phrase to describe seemingly all of the environmental ills associated with an expanding and increasingly mobile population. I was surprised, in fact, to attend the National Urban Forestry Conference this past August in Seattle, and find that Sprawl was practically one of the keynote speakers, at the top of the agenda for the leadership of American Forests.

For some observers and commentators, Sprawl is not a Bad Thing; it simply describes the logical outcomes of the American heritage of freedom of movement and growth of unbridled commerce. For others, it is the devilish force that will ultimately turn the nation into a vast strip mall.

But Sprawl is simply a new term for an old phenomenon. It's been with us throughout American history, but the quickening of the pace and scale of human effects on our lands in the second half of this century has given it a new importance in the national mindset.

Tree people have been dealing with the effects of Sprawl for decades. When new housing and commercial developments sprout in former cornfields, landscape architects and nurserymen change field to forest. When the same developments encroach on forested lands, arborists may be called in to mitigate damage that might otherwise occur in these landscapes, protecting individual trees and tree communities to preserve aesthetic and economic values. As communities demand new utility infrastructures, communities work with utility arborists to develop effective strategies to blend new lines above and below ground with existing landscapes. Communities across the country, working through their local governments, have begun to cope with growth by instituting local landscape ordinances to protect and nurture the urban forest. Tree people of all persuasions have been at the forefront of development of solutions that will help to mitigate the effects of Sprawl in the decades to come.

Although tree people have been spreading a green gospel for all who would listen, our concerns have often been low on the list of national, state and local political priorities. The emergence of Sprawl gives us the opportunity to offer these solutions to a public hungry for creative ways to accommodate both humans and nature. For urban foresters, Sprawl may have the same galvanizing effect that Dutch elm disease and the gypsy moth have had on a public complacent about its urban forest resources. In our mass culture, at this point in our history, perhaps we need this new buzzword to sound a reveille for a revived national environmental consciousness. I predict that urban foresters and all of their allied practitioners will provide a host of social and environmental strategies that will help the nation deal with Sprawl and its challenges.

Call it what you will. Sprawl is us, and we are a good part of the solution.

Contests *continued from page 11*

For inspiration, the DNR has produced a 2000 Arbor Day–Earth Day Calendar (FR-128-99) that highlights the artwork and the thoughts of the top 12 statewide entries in the 1999 contests.

All public and private schools with fourth and fifth grades have been sent contest materials and calendars. Invite a teacher you know to learn more about our forest resource and encourage students in your community to participate! Deadline for the fifth-grade poster contest is February 21, 2000 and March 10, 2000 for the fourth-grade writing contest.

Get enthused about learning and celebrate our bountiful resource…Wisconsin's trees and forests!

Special note: While supplies last, single copies of the Arbor Day–Earth Day Calendar (publication number FR-128-99) may be ordered electronically through your local DNR service center or via e-mail at behrew@dnr.state.wi.us.

Urban Forestry Resources:

Here are a few of the many references that can help you

Select Woody Landscape Plants

Compiled by Cindy Casey
DNR West Central Region

Dirr's Hardy Trees and Shrubs: An Illustrated Encyclopedia, by M.A. Dirr, 1997.
This selection guide includes more than 1600 full-color photographs and profiles over 500 species of woody plants adapted to zones 3–6, with descriptions of some 700 additional cultivars and varieties. Contains numerous tables of design characteristics. Published by Timber Press, Inc., Portland, OR. 493p. List Price $69.95.

Landscape Plants of the Upper Midwest: A Guide to Selection, Culture, and Maintenance of Trees, Shrubs, Vines and Ground Covers, by W.A. Hoch, 1997.
This interactive CD-ROM from UW–Madison Horticulture Department allows the user to search plants based on selection criteria, and also provides information on culture, ornamental value and landscape uses of common woody landscape plants. It features over 1800 color photos showing flower, fruit, fall color and other features of more than 600 species adapted to the upper Midwest. List Price $19.95. Contact: 608-262-1490.

Native Trees, Shrubs, and Vines for Urban and Rural America: A Planting Design Manual for Environmental Designers, by G.L. Hightshoe, 1988.
This comprehensive encyclopedia and selection guide for over 250 woody plants native to the United States emphasizes ecological characteristics and relationships. Species are illustrated with black-and-white photos or line drawings. Published by Van Nostrand Reinhold, New York, NY. 819p. List Price $89.95.

note: list prices are based on most recent information available

Gypsy Moth Training Sessions Announced

UW–Extension is sponsoring a series of workshops around the eastern half of the state to train professionals about gypsy moth.

The training sessions will offer a comprehensive educational program. Topics include identification, general biology, damage and will emphasize proper control practices.

Dates & Locations:

February 1
Wausaukee, 1:00–3:30 pm 715-732-7510
Marinette, 6:30–9:00 pm 715-732-7510

February 2
Green Bay, 1:00–3:30 pm 920-391-4610
Green Bay, 6:30–9:00 pm 920-391-4610

February 3
Waukesha, 1:00–3:30 pm 262-548-7775
Milwaukee, 6:30–9:00 pm 414-290-2409

February 23
Kenosha, 1:00–3:30 pm 920-886-8460

March 2
Fond du Lac, 1:00–3:30 pm 920-929-3173
Fond du Lac, 6:30–9:00 pm 920-929-3173

The program is intended for professionals and agency personnel that will interact with the general public on gypsy moth issues, such as master gardeners, arborists, city foresters, and nature center, garden center and park & rec staff, but all persons are welcome to attend.

The program will be the same for each location, but the speakers will vary. Speakers include Andrea Diss - DNR, Dave Schumacher - DATCP, Chris Williamson - UW Entomology and Linda Williams - DNR. Registration is required but is free of charge. Call the indicated number for registration and directions or more information.

From page 7 -

What Damaged This Tree?

Answer: Because interior branches were naturally dying and being self pruned, the owner of this tree thought it was dying. No amount of explaining could change his mind. He instructed a novice to prune the tree. These injuries are not accidental, but this picture offers many lessons.

Howard J. Larsen
Bayfield Forester

Do you have pictures of tree damage others ought to know about? Send them to Kim Sebastian (address on page 16) and we'll print them here!

Wisconsin Urban & Community Forests
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Wisconsin Department of Natural Resources
Bureau of Forestry
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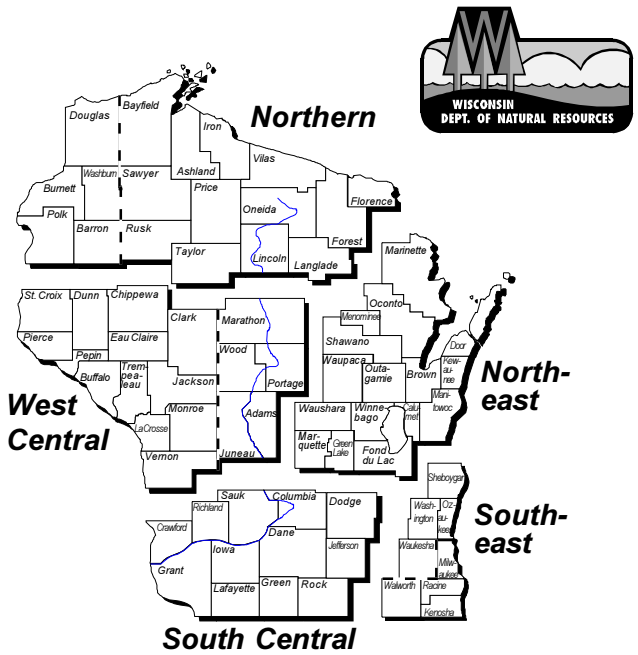

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Visit our World Wide Web site at: http://www.dnr.state.wi.us/org/land/forestry/uf/